

ORDER**KSNV**

Orders
Order / Rev: 104757
Alt Order #: 06836570
Product Desc: NV
Estimate: 2891
Flight Dates: 07/27/12 - 08/16/12
Original Date / Rev: 07/26/12 / 08/03/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: National Media, Inc.
Buying Contact:
Billing Contact:
 815 Slaters Ln.
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: RNC-IE *Revised*
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/29/12	26	\$66,675.00	\$56,673.75
07/30/12	08/16/12	88	\$91,550.00	\$77,817.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	26	\$66,675.00	\$56,673.75	0.00
August 2012	88	\$91,550.00	\$77,817.50	0.00
Totals	114	\$158,225.00	\$134,491.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	59%	\$158,225.00
Market	100%	\$268,177.97

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	11%	\$29,499.58
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	11%	\$29,499.58
KTUD	1%	\$2,681.78
KVVU	14%	\$37,544.92
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$10,727.12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/27/12	08/16/12	M-F 5-6a WakeUp w/Wagners		5-6a	MTWTF--	:30	4	\$400.00	1	0.00	NM	11	\$4,400.00

COMMENTS APPLY TO SUB LINES A THRU C
 WAKE W/WAGNRS1

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/27/12	08/16/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	4	\$400.00	1	0.00	NM	11	\$4,400.00
COMMENTS APPLY TO SUB LINES A THRU C WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/27/12	08/02/12	MTWTF--		4				\$400.00		0.00			
Week:		08/03/12	08/09/12	MTWTF--		6				\$400.00		0.00			
Week:		08/10/12	08/16/12	MTWTF--		1				\$400.00		0.00			
E 2	KSNV	07/27/12	08/16/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	4	\$700.00	1	0.00	NM	11	\$7,700.00
COMMENTS APPLY TO SUB LINES A THRU C WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/27/12	08/02/12	MTWTF--		4				\$700.00		0.00			
Week:		08/03/12	08/09/12	MTWTF--		6				\$700.00		0.00			
Week:		08/10/12	08/16/12	MTWTF--		1				\$700.00		0.00			
E 3	KSNV	07/27/12	08/16/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	2	\$1,400.00	1	0.00	NM	5	\$7,000.00
COMMENTS APPLY TO SUB LINES A THRU B TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/27/12	08/02/12	MTWTF--		2				\$1,400.00		0.00			
Week:		08/03/12	08/09/12	MTWTF--		2				\$1,400.00		0.00			
Week:		08/10/12	08/16/12	MTWTF--		1				\$1,400.00		0.00			
E 4	KSNV	07/30/12	08/02/12	Wake Up Early w/ Wagn@M Wake Up Early Wagners	CM	430a-5a	MTWT---	:30	2	\$150.00	2	0.00	NM	2	\$300.00
WAKE-W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MTWT---		2				\$150.00		0.00			
E 5	KSNV	08/06/12	08/09/12	Wake Up Early w/ Wagn@M Wake Up Early Wagners	CM	430a-5a	MTWT---	:30	4	\$150.00	2	0.00	NM	4	\$600.00
WAKE-W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWT---		4				\$150.00		0.00			
E 6	KSNV	08/13/12	08/16/12	Wake Up Early w/ Wagn@M Wake Up Early Wagners	CM	430a-5a	MTWT---	:30	1	\$150.00	2	0.00	NM	1	\$150.00
WAKE-W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWT---		1				\$150.00		0.00			
E 7	KSNV	08/04/12	08/04/12	News 3 Sunrise - SATUR@M News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	2	\$350.00	1	0.00	NM	2	\$700.00
NW3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-		2				\$350.00		0.00			
E 8	KSNV	08/04/12	08/04/12	SIGN ON-SIGN OFF CM ROS	CM	5a-459a (5:00 AM-6:00 AM)	-----S-	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-		2				\$600.00		0.00			
E 9	KSNV	07/29/12	07/29/12	News 3 Sunrise - SUND@M News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	2	\$350.00	1	0.00	NM	2	\$700.00
NW3-SUNRS WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S		2				\$350.00		0.00			
E 10	KSNV	07/27/12	08/02/12	M-F Today Show II 3rd H@M M-F Today Show II	CM	9-10a	MTWTF--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
TODAY SHW2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/27/12	08/02/12	----F--		1				\$500.00		0.00			
E 11	KSNV	07/27/12	08/02/12	M-F Today Show III 4th H@M Today 4th Hour	CM	10am-11am	MTWTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
TODAY SHW3															

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E 11	KSNV	07/27/12	08/02/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
TODAY SHW3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/12	08/02/12	----F--					1	\$325.00		0.00			
E 13	KSNV	07/28/12	07/28/12	Olympics Daytime Week Olympics Daytime WEEKEND	CM	4am-6pm	-----S-	:30	4	\$1,700.00	3	0.00	NM	4	\$6,800.00
OLYMPIC WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-					4	\$1,700.00		0.00			
E 14	KSNV	08/04/12	08/04/12	Olympics Daytime Week Olympics Daytime WEEKEND	CM	4am-6pm	-----S-	:30	5	\$1,700.00	3	0.00	NM	5	\$8,500.00
OLYMPIC WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-					5	\$1,700.00		0.00			
E 15	KSNV	08/05/12	08/05/12	Olympics Daytime Week Olympics Daytime WEEKEND	CM	4am-6pm	-----S	:30	5	\$1,700.00	3	0.00	NM	5	\$8,500.00
OLYMPIC WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S					5	\$1,700.00		0.00			
E 16	KSNV	07/29/12	07/29/12	Olympics Daytime Week Olympics Daytime WEEKEND	CM	4am-6pm	-----S	:30	5	\$1,700.00	3	0.00	NM	5	\$8,500.00
OLYMPIC WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S					5	\$1,700.00		0.00			
E 17	KSNV	07/27/12	08/16/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	10	\$1,000.00	1	0.00	NM	22	\$22,000.00
COMMENTS APPLY TO SUB LINES A THRU B NEWS 3/NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/12	08/02/12	MTWTF--					10	\$1,000.00		0.00			
Week:		08/03/12	08/09/12	MTWTF--					10	\$1,000.00		0.00			
Week:		08/10/12	08/16/12	MTWTF--					2	\$1,000.00		0.00			
E 18	KSNV	07/28/12	08/04/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$1,000.00	1	0.00	NM	2	\$2,000.00
WKND ED1 NW3-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-					1	\$1,000.00		0.00			
Week:		07/30/12	08/05/12	-----S-					1	\$1,000.00		0.00			
E 19	KSNV	07/29/12	08/05/12	SUN. 6PM NEWS OLYM SUN 6p News Hour OLYMPICS	CM	Sun. 6p-7p	-----S	:30	1	\$1,000.00	1	0.00	NM	2	\$2,000.00
WKND ED1 NW3-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S					1	\$1,000.00		0.00			
Week:		07/30/12	08/05/12	-----S					1	\$1,000.00		0.00			
E 20	KSNV	07/27/12	08/09/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	1	\$1,100.00	1	0.00	NM	4	\$4,400.00
COMMENTS APPLY TO SUB LINES A THRU B JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/12	08/02/12	MTWTF--					1	\$1,100.00		0.00			
Week:		08/03/12	08/09/12	MTWTF--					3	\$1,100.00		0.00			
E 21	KSNV	07/27/12	08/16/12	News 3 Olympic Zone News 3 Olympic Zone	CM	7:30-8:00PM	MTWTF--	:30	5	\$750.00	1	0.00	NM	11	\$8,250.00
COMMENTS APPLY TO SUB LINES A THRU B OLYMPIC ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/12	08/02/12	MTWT---					5	\$750.00		0.00			
Week:		08/03/12	08/09/12	MTWTF--					5	\$750.00		0.00			
Week:		08/10/12	08/16/12	----F--					1	\$750.00		0.00			
E 22	KSNV	07/28/12	08/04/12	News 3 Olympic Zone News 3 Olympic Zone	CM	7:30-8:00PM	-----S-	:30	1	\$750.00	1	0.00	NM	2	\$1,500.00

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Advertiser: RNC-IE
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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
OLYMPIC ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S-					1	\$750.00		0.00			
		Week: 07/30/12	08/05/12	-----S-					1	\$750.00		0.00			
E 23	KSNV	08/10/12	08/16/12	Olympics Primetime Olympics Primetime	CM	7pm-12am	MTWTF--	:30	1	\$6,000.00	3	0.00	NM	1	\$6,000.00
OLYMPIC PT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/10/12	08/16/12	----F--					1	\$6,000.00		0.00			
E 24	KSNV	08/03/12	08/09/12	Olympics Primetime Olympics Primetime	CM	7pm-12am	MTWTFS--	:30	1	\$6,000.00	3	0.00	NM	1	\$6,000.00
OLYMPIC PT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/03/12	08/09/12	MTWTFS--					1	\$6,000.00		0.00			
E 25	KSNV	07/27/12	07/27/12	Olympics Opening Ceremony Olympics Opening Ceremony	CM	730p-12a	----F--	:30	2	\$10,000.00	3	0.00	NM	2	\$20,000.00
OLY OPN CRMNY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	----F--					2	\$10,000.00		0.00			
E 26	KSNV	07/28/12	07/28/12	Olympics Primetime Olympics Primetime	CM	7pm-12am	-----S-	:30	2	\$6,000.00	3	0.00	NM	2	\$12,000.00
OLYMPIC PT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S-					2	\$6,000.00		0.00			
E 27	KSNV	08/05/12	08/05/12	Olympics Primetime Olympics Primetime	CM	7pm-12am	-----S	:30	1	\$6,000.00	3	0.00	NM	1	\$6,000.00
OLYMPIC PT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S					1	\$6,000.00		0.00			
E 28	KSNV	07/29/12	07/29/12	Olympics Primetime Olympics Primetime	CM	7pm-12am	-----S	:30	2	\$6,000.00	3	0.00	NM	2	\$12,000.00
OLYMPIC PT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S					2	\$6,000.00		0.00			
N 29	KSNV	08/02/12	08/02/12	Olympics Prime REPEAT Olympics Prime REPEAT	CM	1135pm - 5am	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
OLYMPIC PT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	---T---					1	\$200.00		0.00			
													Totals	114	\$158,225.00